

Method of operation

Search Engine

Fixed Taxonomy

Navigational

Dynamic Taxonomy

Bid/Ask
Systems

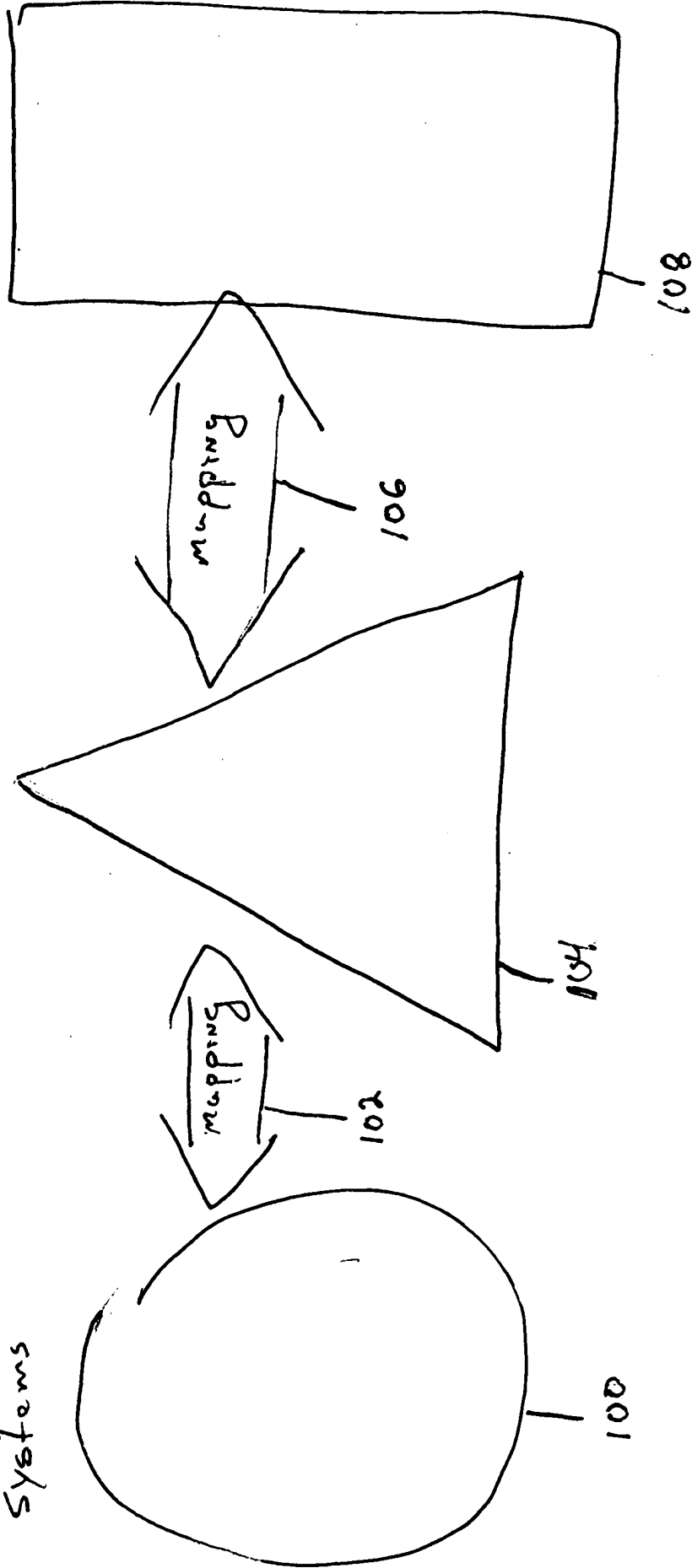


Figure 1

Navigation Taxonomy

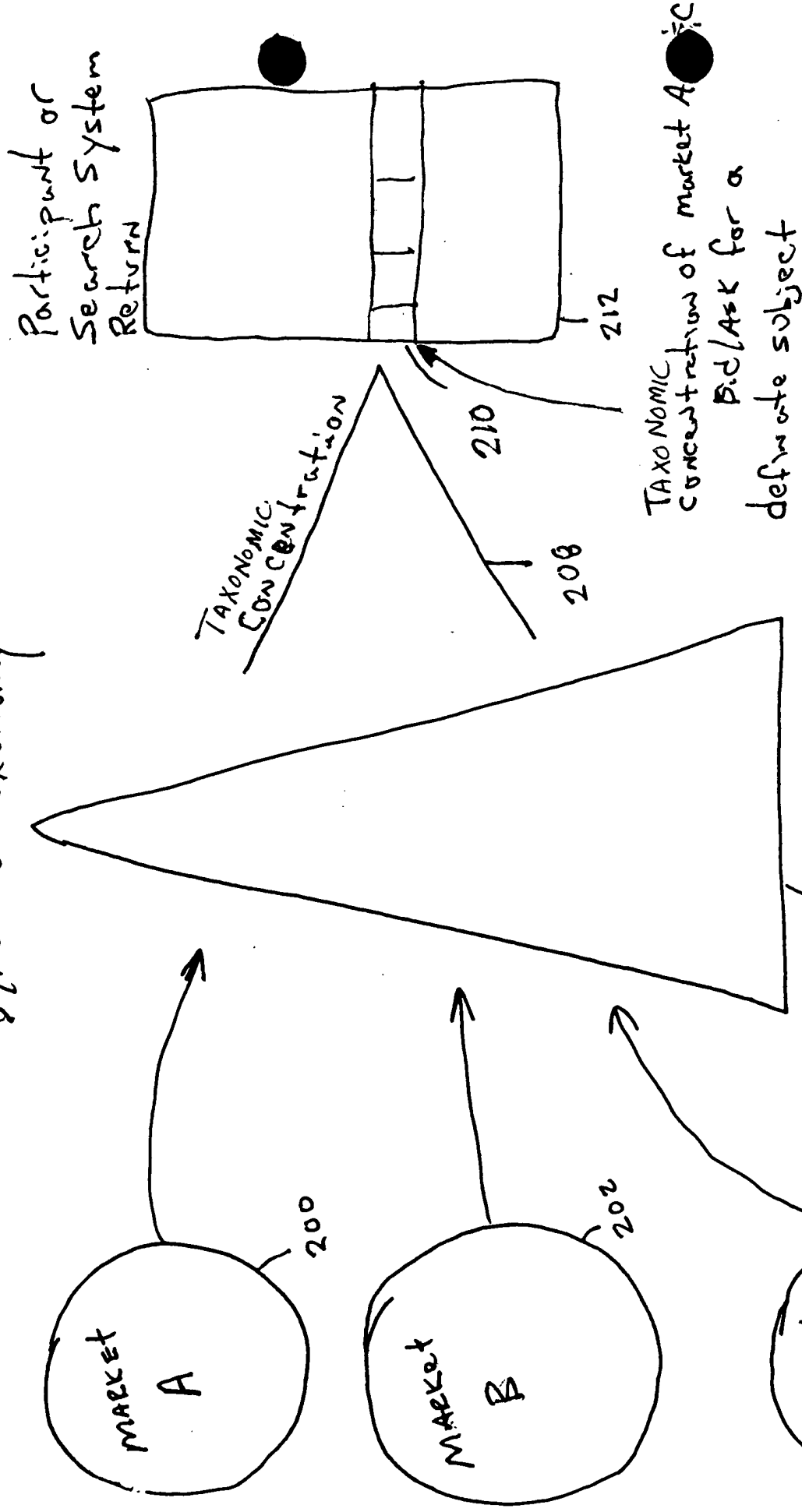


Figure 2

Navigation
Taxonomy
Dynamic Bid/Ask
Streaming System

Changing
Bid/Ask
Database
Systems

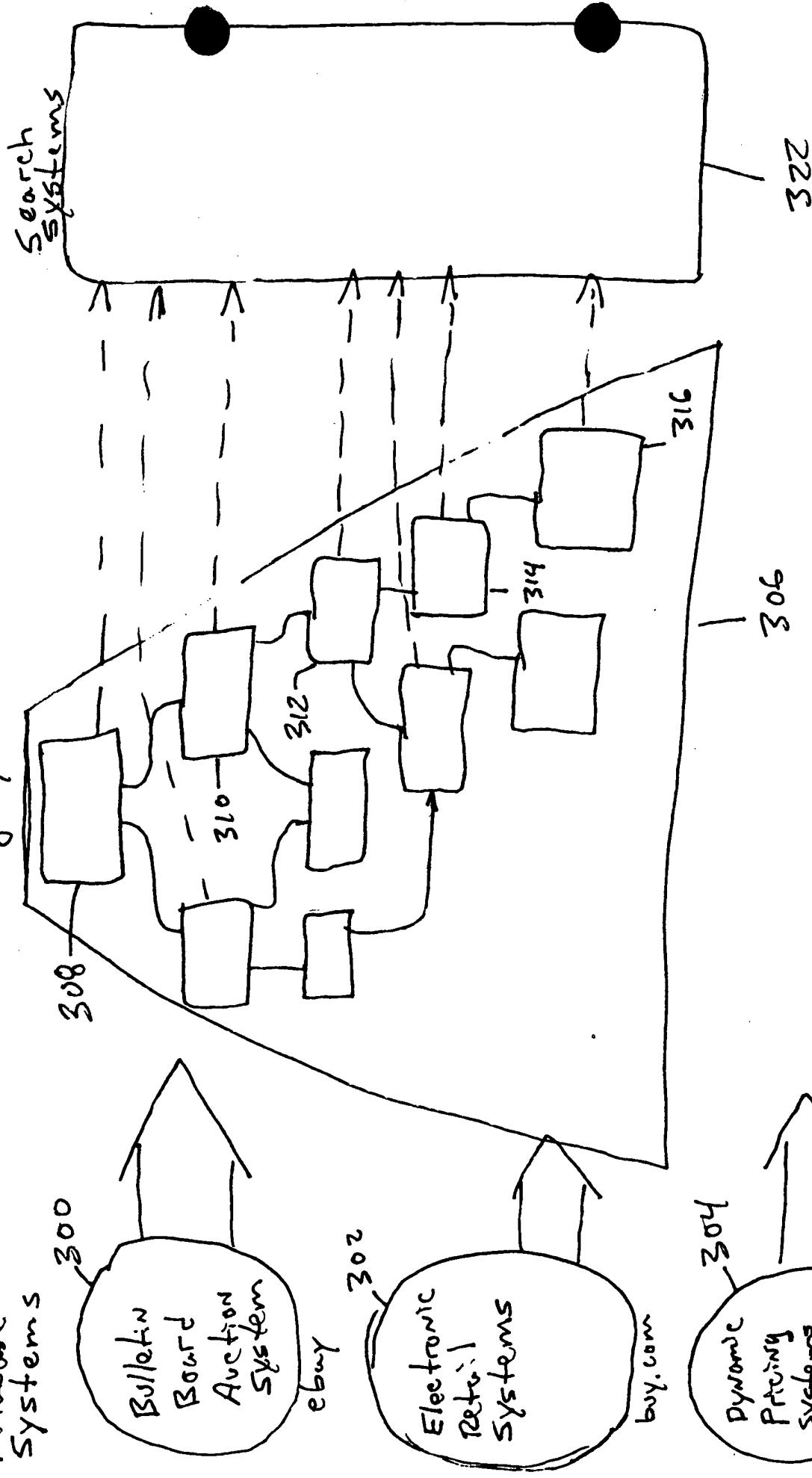


Figure 3

Dynamic Navigation

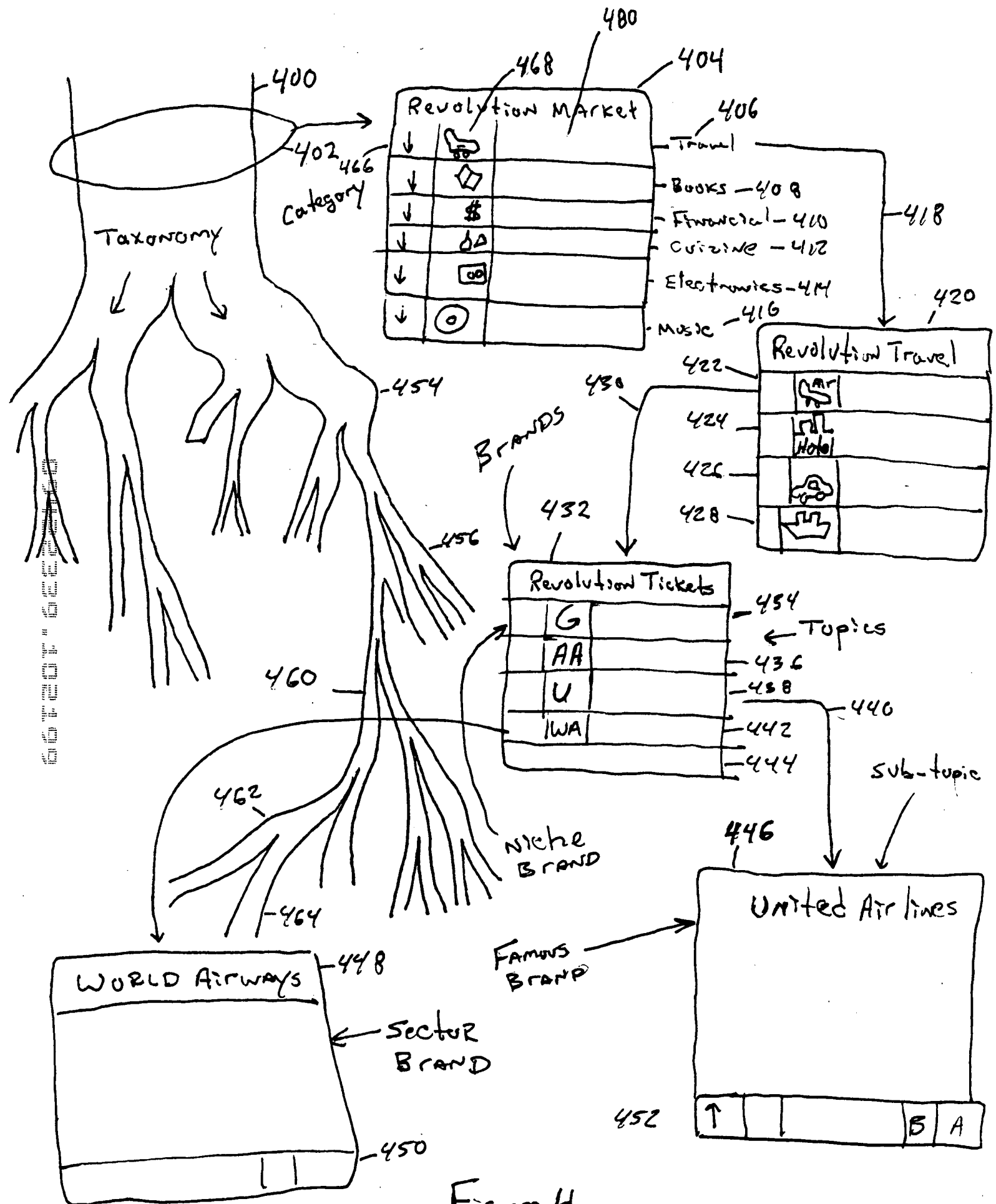


Figure 4

Functional Branding

Revolution Market

Functional (Navigation)

BRAND

Travel

Rev Travel

et al.

Electronics

Rental

Hotel

CAR

Air

Famous Brand

Famous Brand

Niche Brand

Regional Brand

Sector Brand

Common Brands

Famous Brands

Niche Brand

Figure 5

Travel Brands

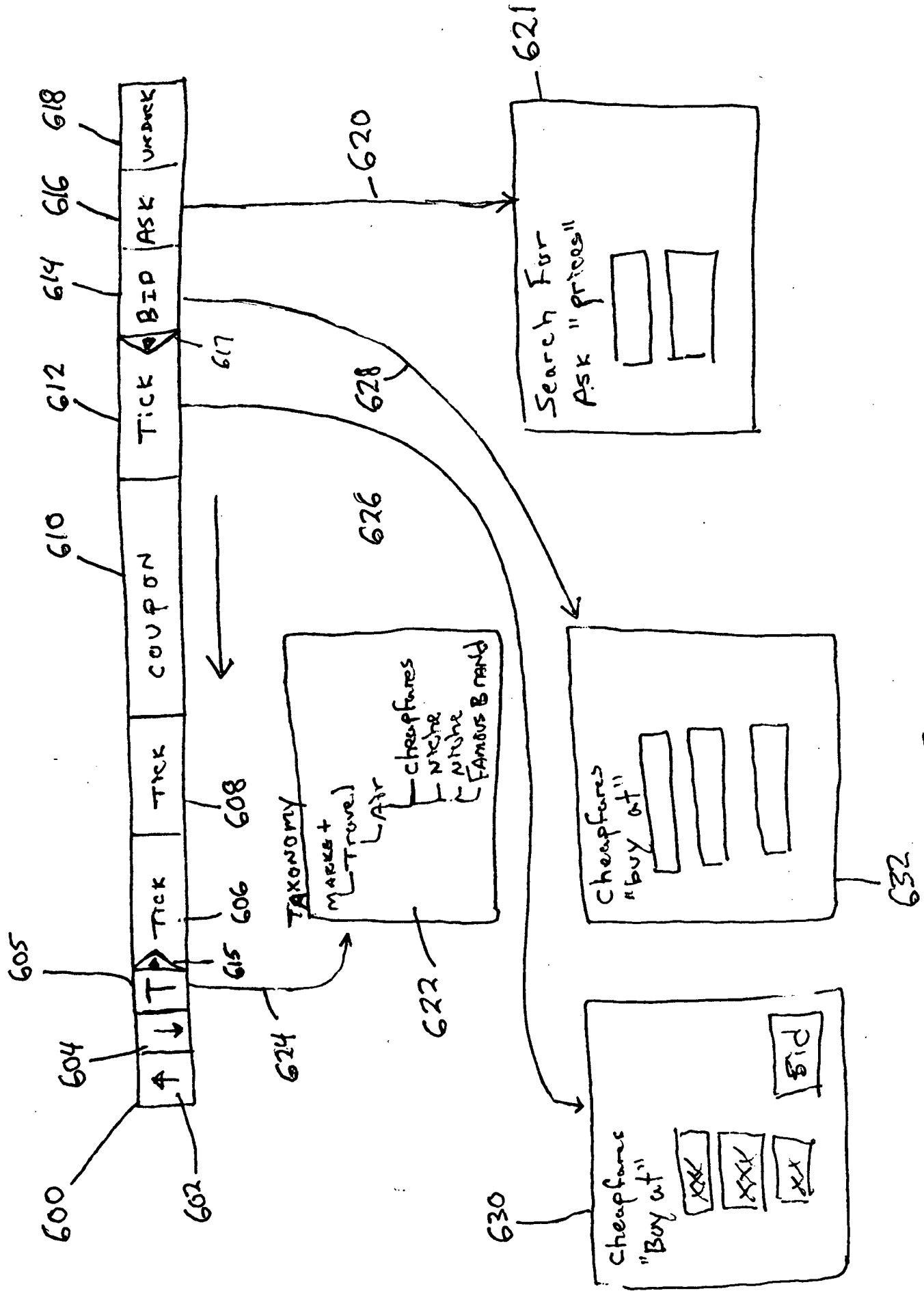
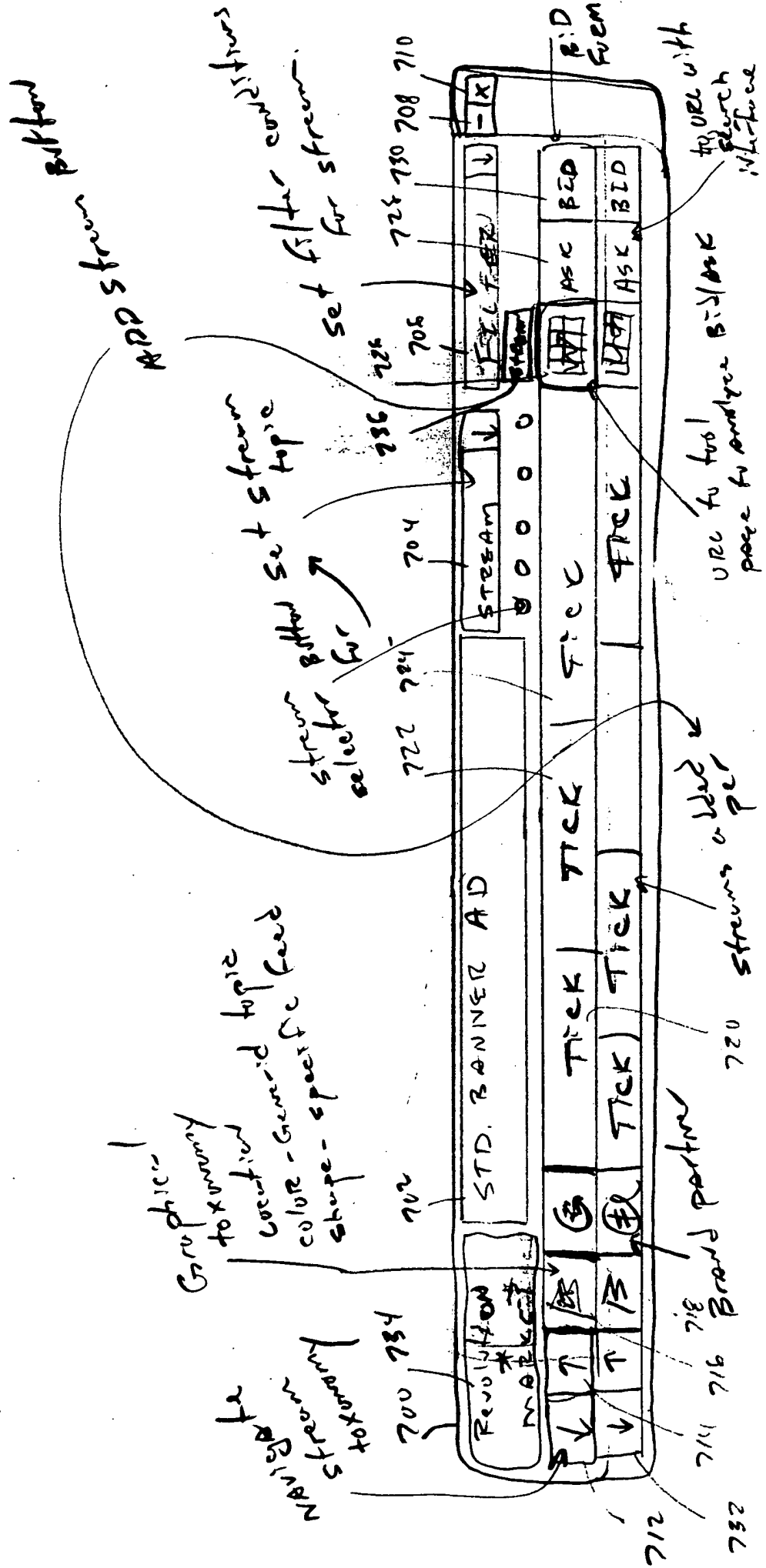
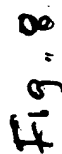


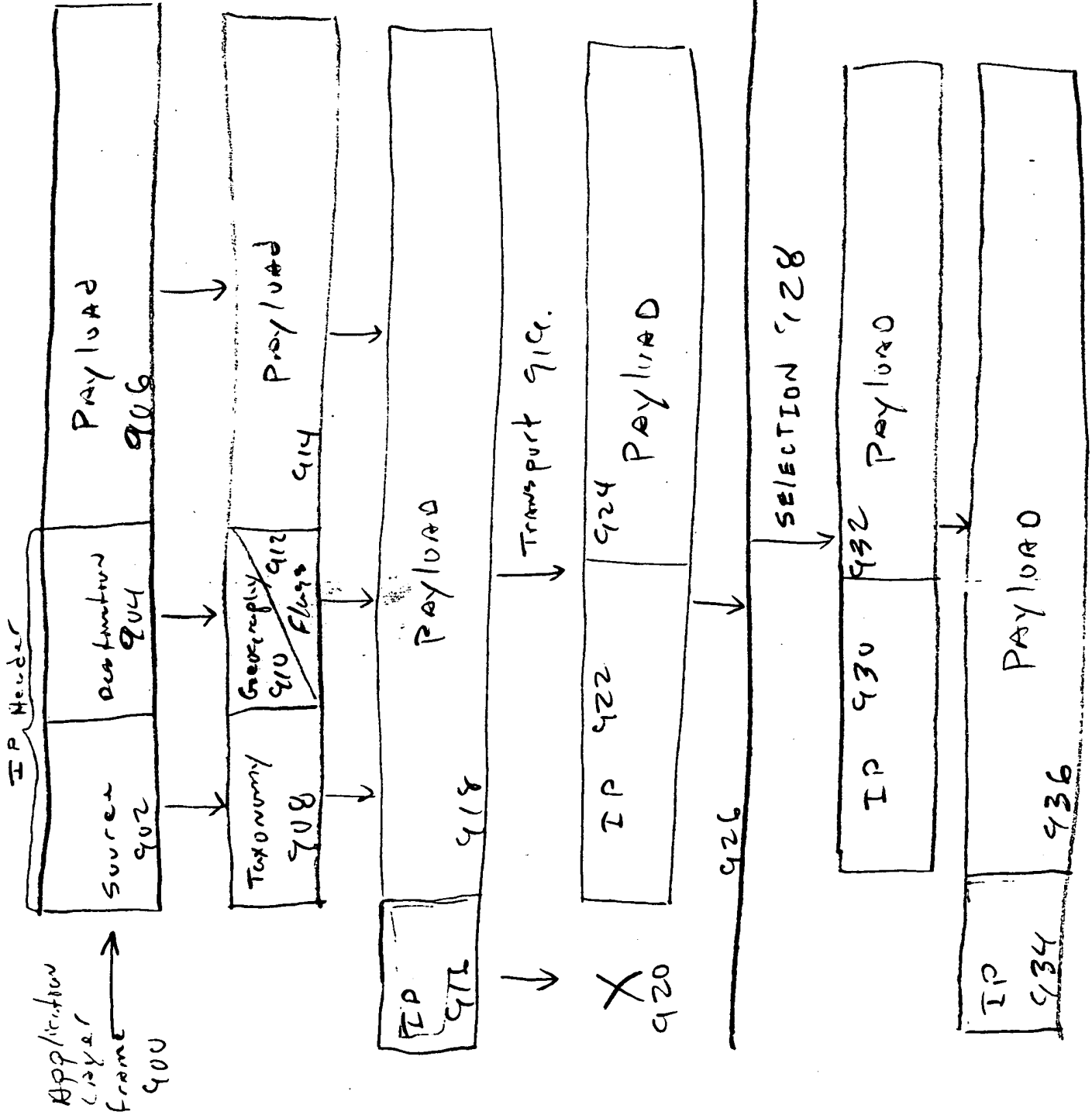
Figure 6

Functional Branding
Docking Bar

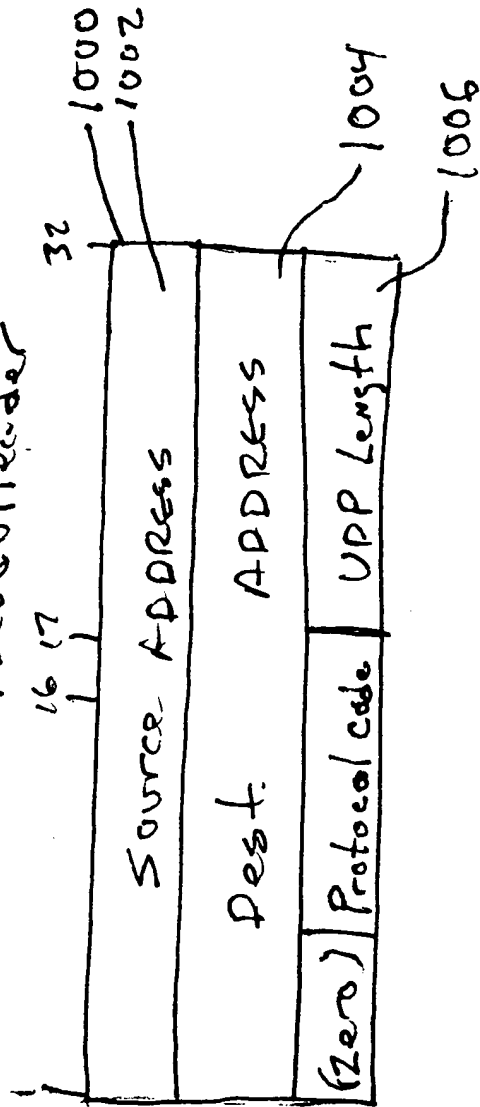
Figure 7.







IP Pseudoheader



UDP HEADER

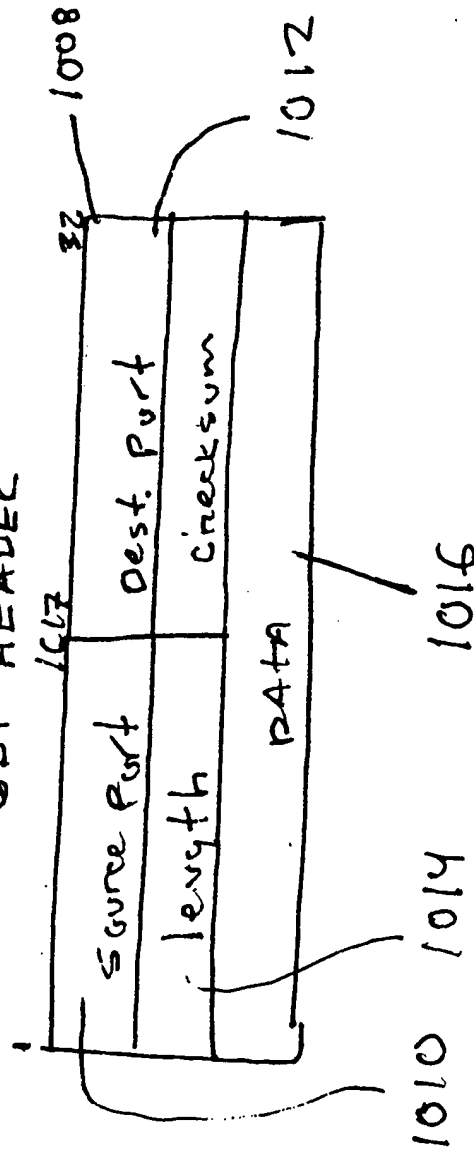
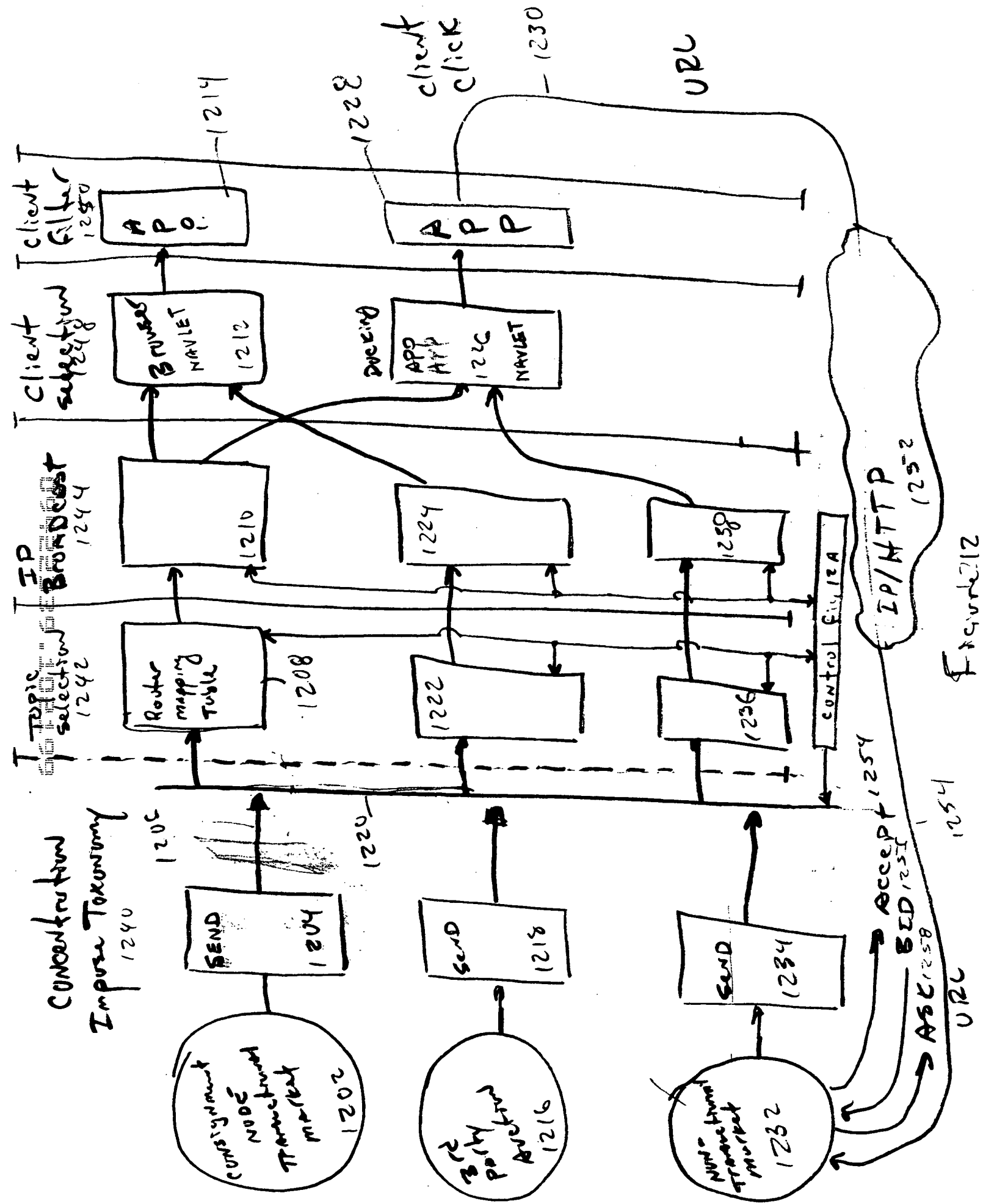


Figure 10

255. 100 = travel category
 255. 100. 1 = Travel. Air topic
 255. 100. 11 = Travel. Air. Domestic sub-topic
 255. 100. 111 = Travel. Air. Domestic. American Airlines

255. 200 = Retail
 255. 200. 1 = consumer electronics
 255. 200. 2 = clothing
 255. 200. 3 = Appliances
 255. 200. 31 = " Washers
 255. 200. 32 = " Dryers
 255. 200. 33 = " Stoves
 255. 200. 333 = Retail. Appliances. Stoves. Gas
 255. 200. 333. 3 = Retail. Appliances. Stoves. Gas. Viking brand

Figure 11



Figured 12

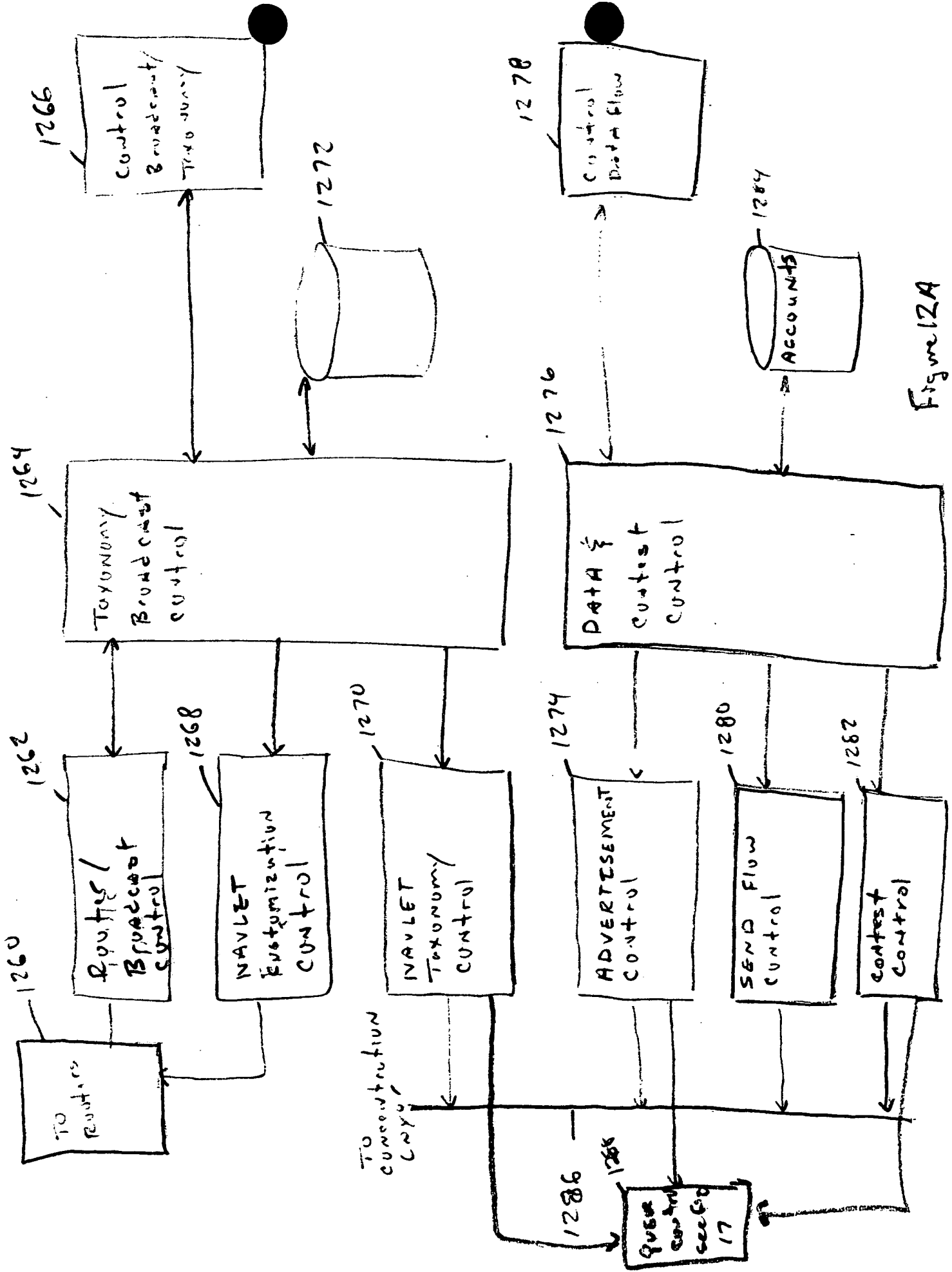


Figure 12A

Figure 13A

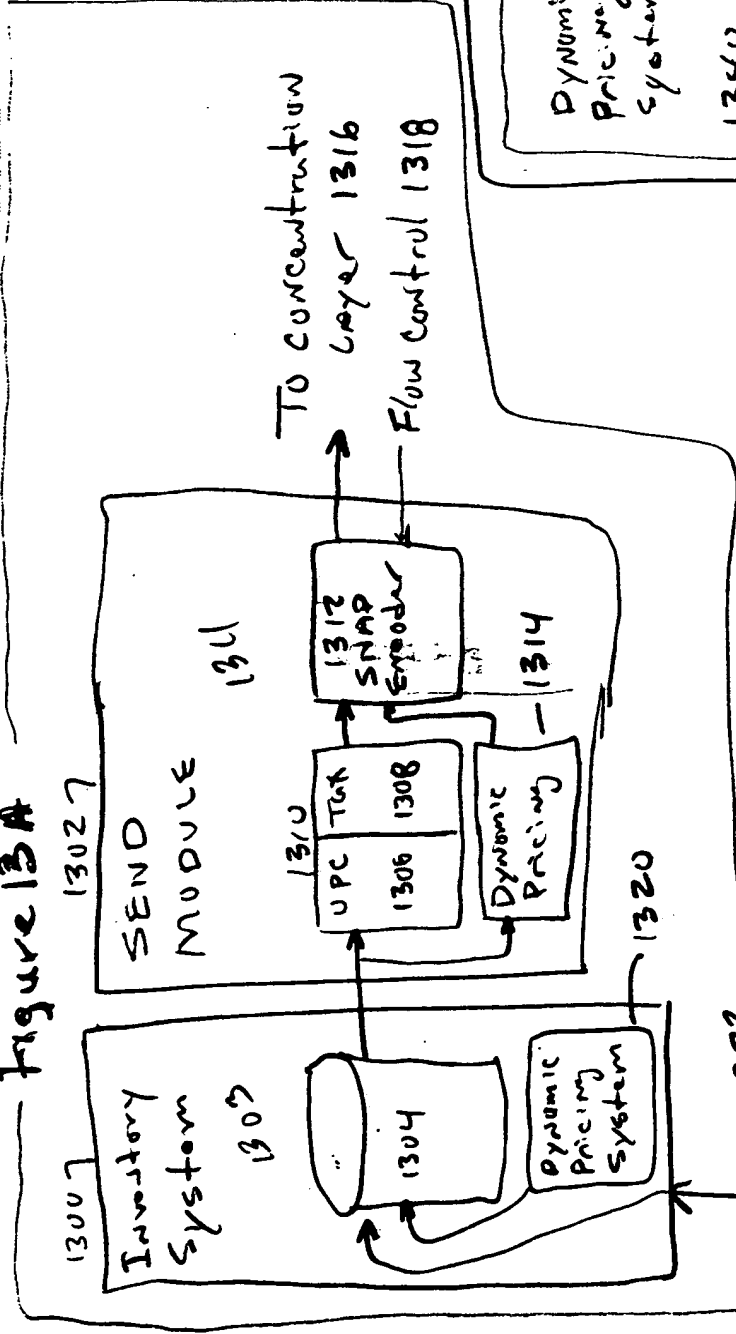


Figure 13C

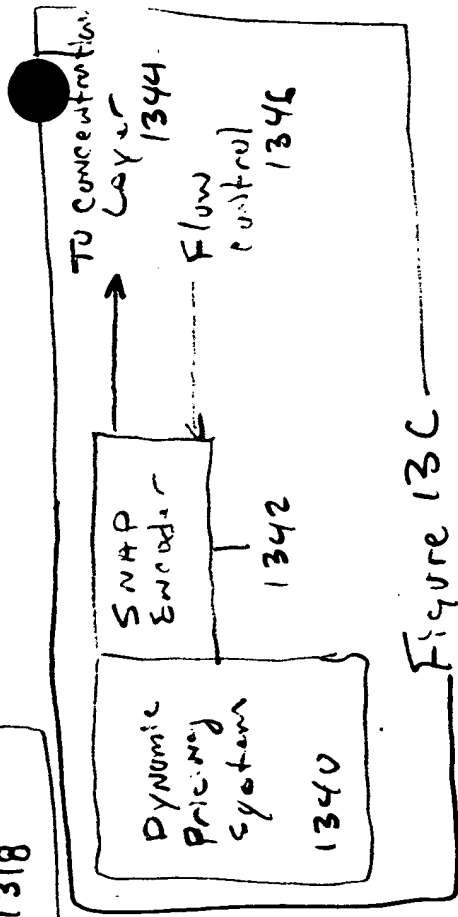


Figure 13B

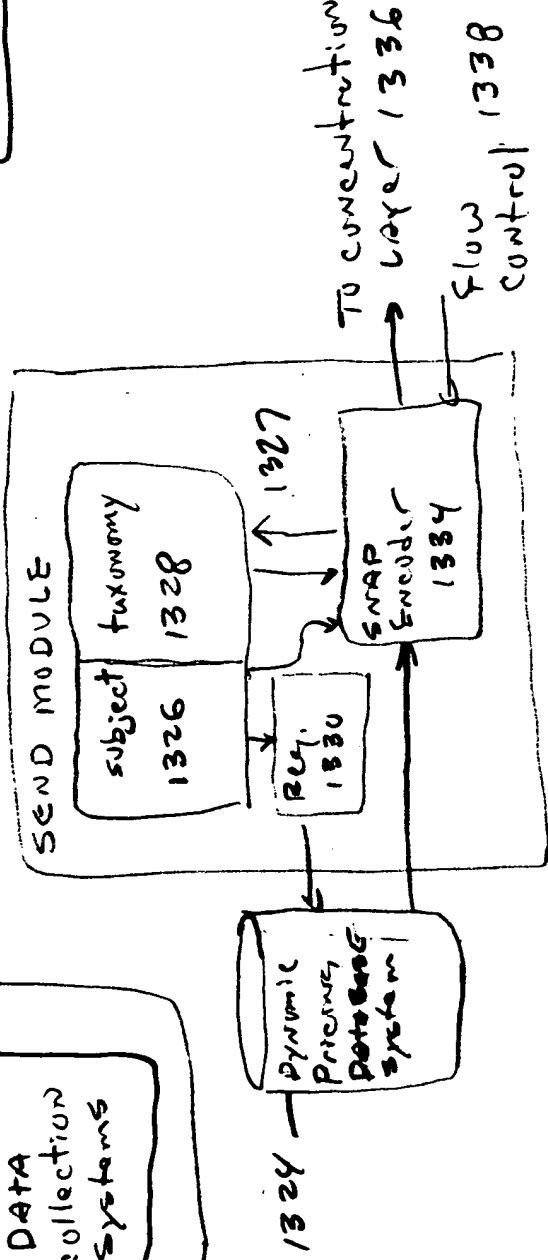


Diagram of Server & Navlet Communication

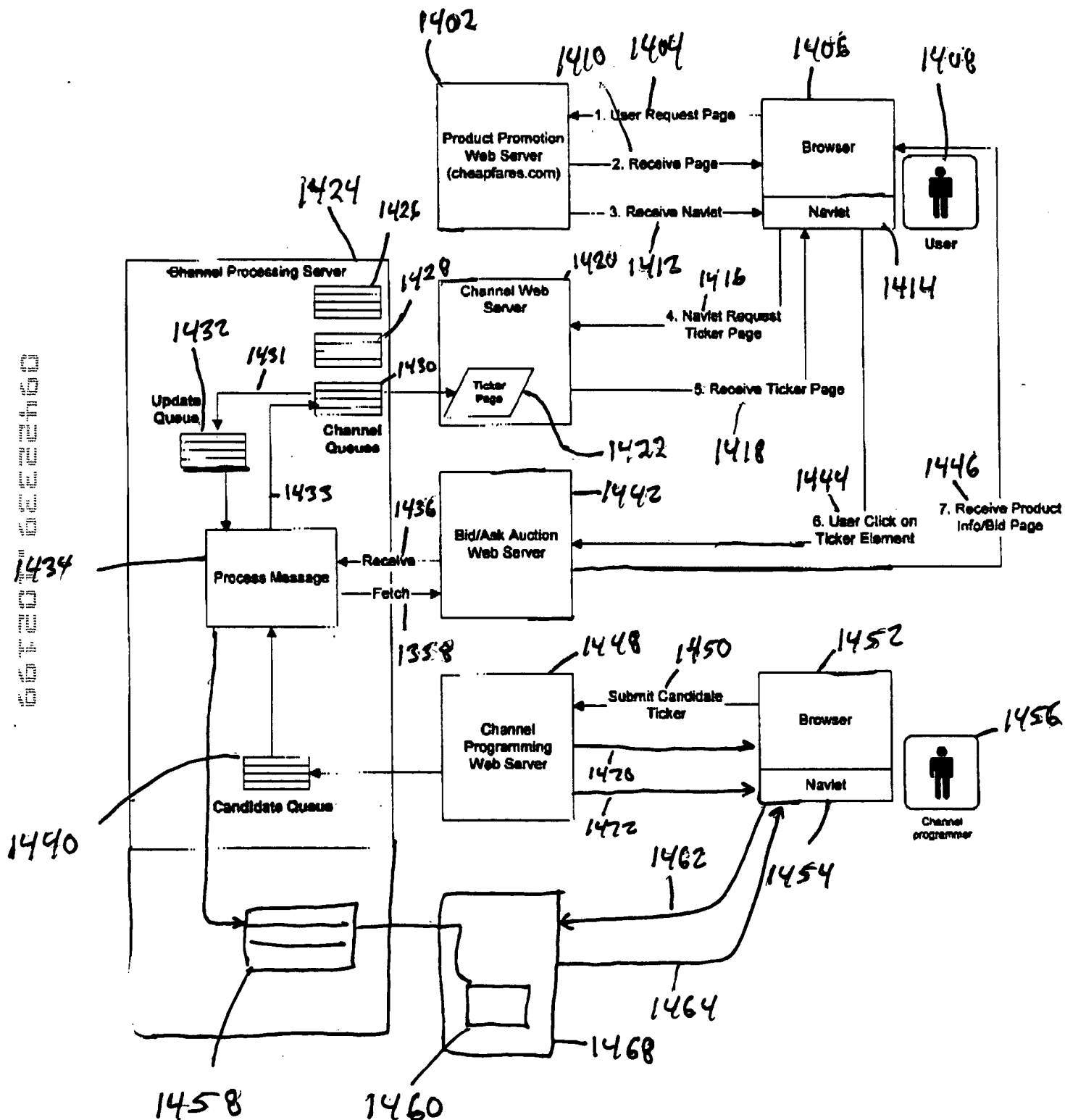


Figure 14

Diagram of user interaction with web site for candidate item submission to the ticker server

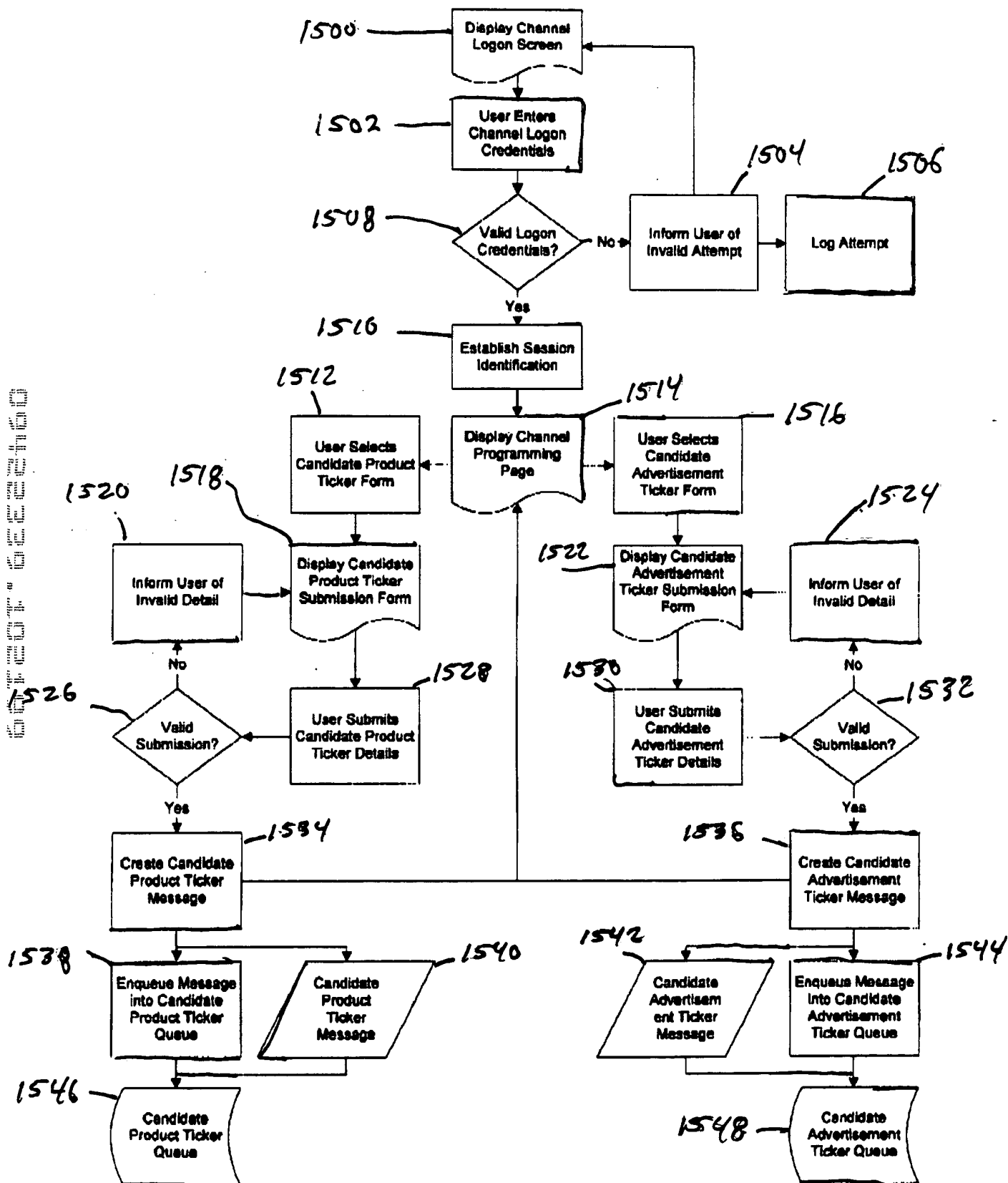


Figure 15

Diagram for Processing Submitted Candidate Product Ticker Items

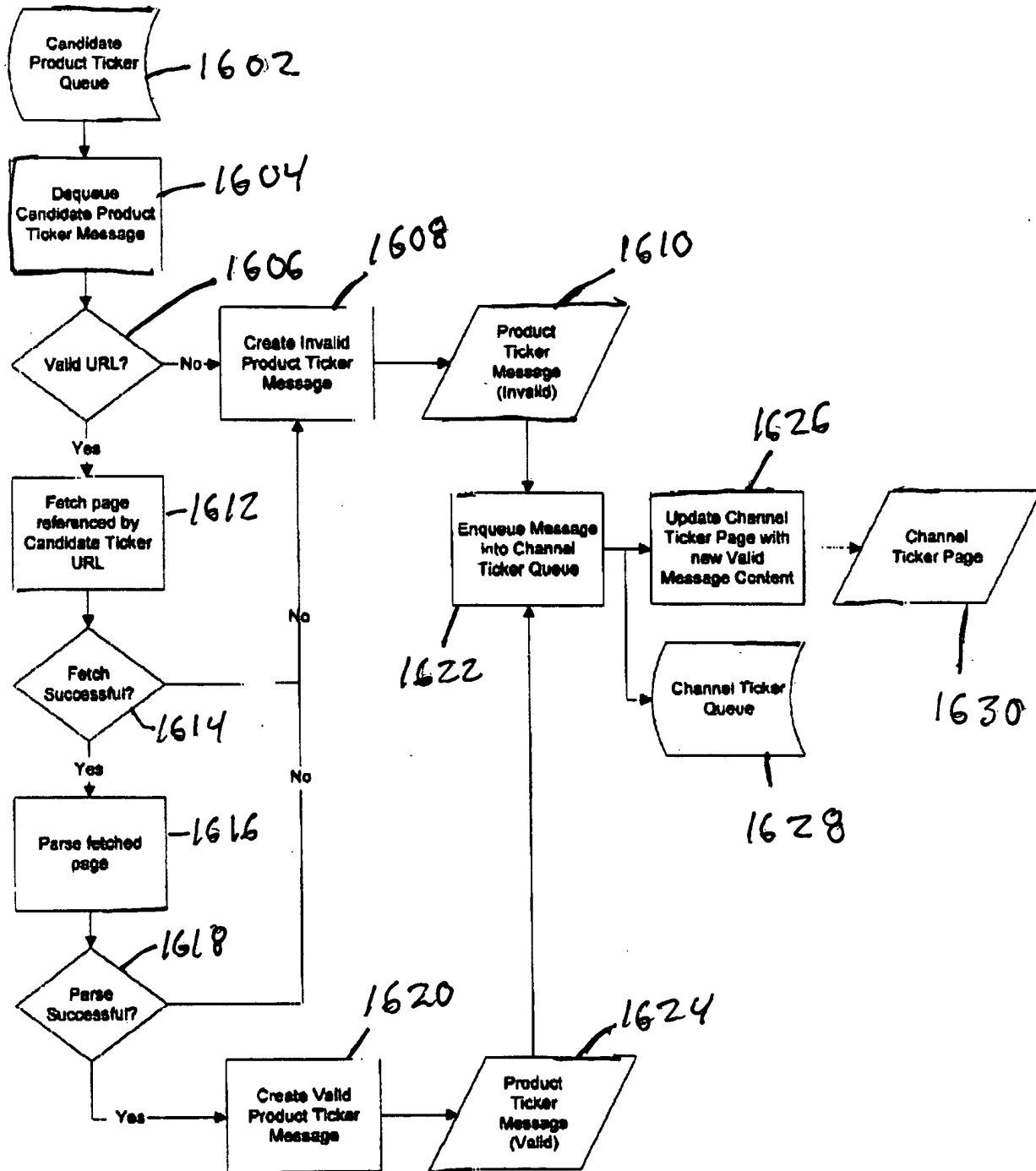


Fig 16

Diagram for Refreshing Ticker Data

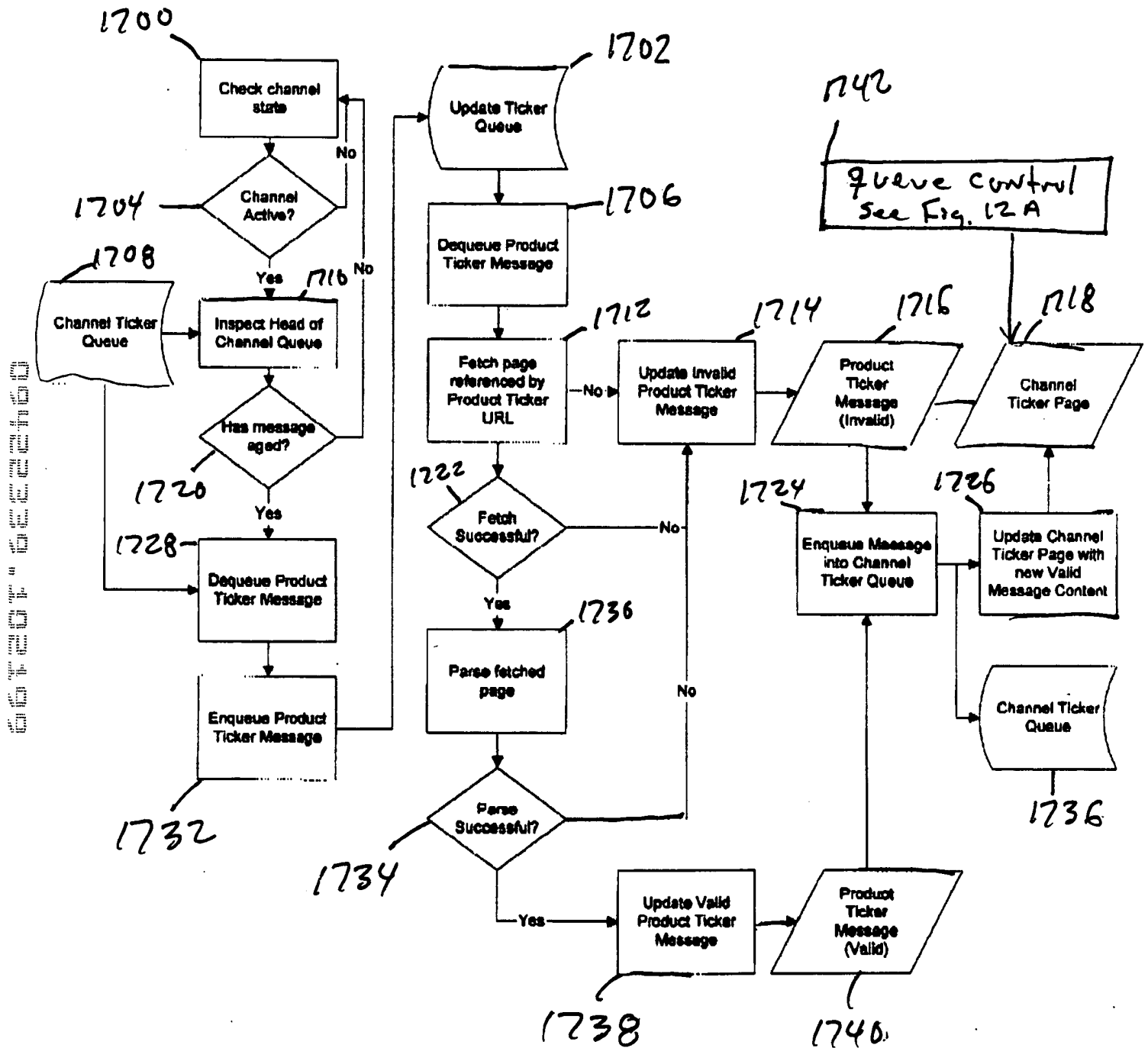


Figure 17

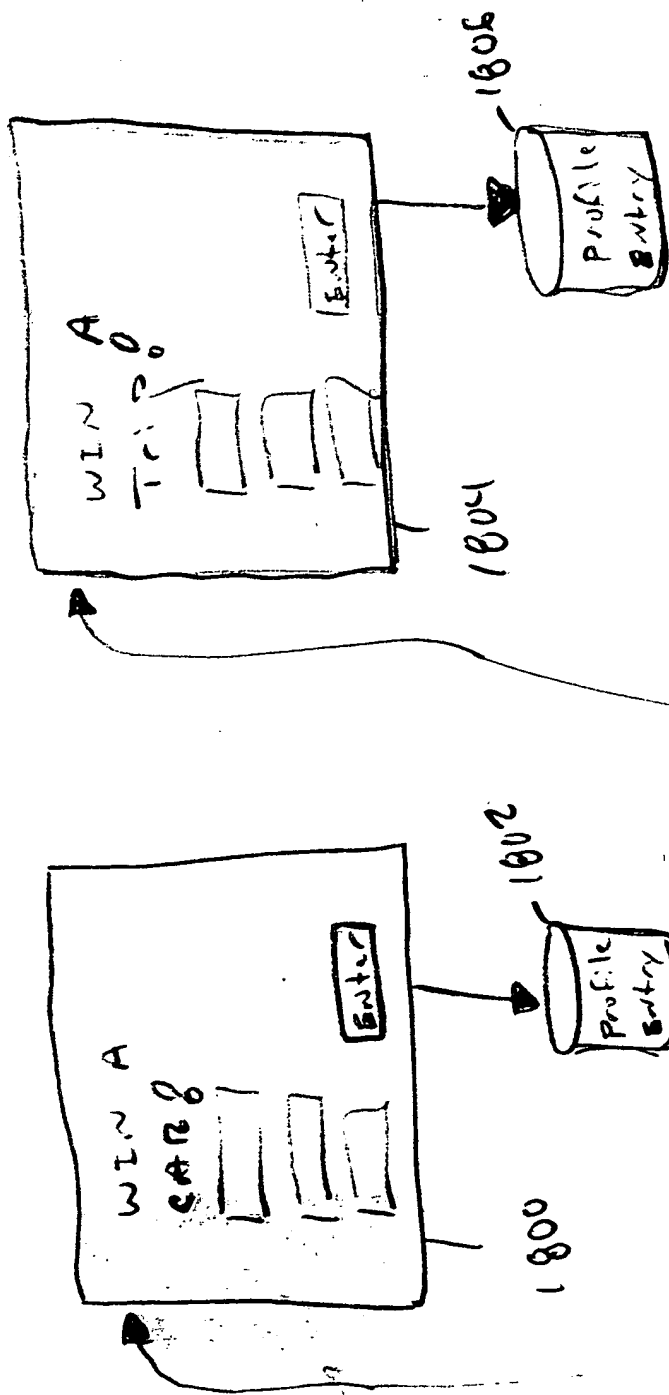


Figure 18

